

# What is PurpleRun?

- A domestic violence app
- A resource to connect survivors and allies to information
- Every page of the app can call 911



# Design Decisions

- No account
  - The threat (even if nonexistent, I wouldn't send emails or have a trace) of being tied to an account could deter a user from using PurpleRun
- No use of Apple's new "Emergency SOS" feature
  - This app is intended to be as simple as possible for users who have differing levels of familiarity with iPhones, and since the Emergency SOS feature is relatively new, it is unlikely that all users would know what it is (or feel comfortable using it). Likewise, it is unknown how many users will have done the software update to iOS 11 (which is needed) before using PurpleRun.
- Languages
  - So as many users as possible can utilize the app as a resource
- Simplicity
  - Usability
- Game Screen & Game Name
  - To avoid raising suspicion with the abuser

# Why did I make it?

- Offer a resource for women and their families who are suffering
- Shed light on an issue that affects so many women in America, and offer ways for allies to help create real change
- Use my education to create change for users of all different backgrounds
- My experience serving at a Domestic Violence shelter for the past three years

# PurpleRun

Mackenzie Tjogas



**1 in 3 women and 1 in 4 men have been victims of physical violence by an intimate partner**  
(National Coalition Against Domestic Violence)

**Women between the ages of 18-24 are the most commonly abused by an intimate partner**  
(National Coalition Against Domestic Violence)

**Approx. 75% of women who are killed by their abusers are murdered when they attempt to leave or have left abusive relationship.**  
(National Coalition Against Domestic Violence)

# Why use PurpleRun?

You are affected by a form of Domestic Violence and are ready to leave the situation you are in.

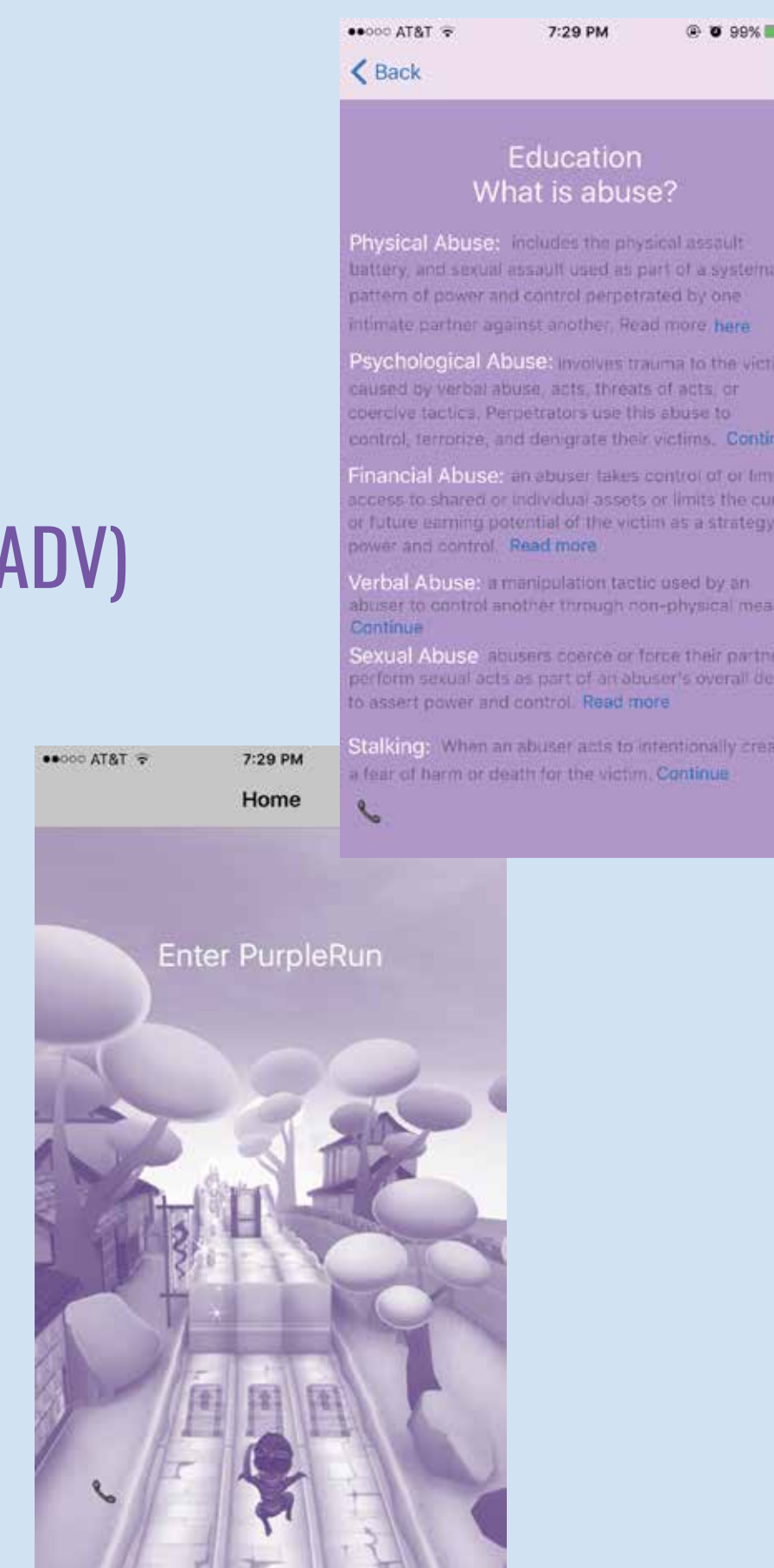
Someone you care about is affected by Domestic Violence and you are trying to:

- Be there for them
- Understand yourself what is going on
- Help them leave

You simply want to help the 12 million men and women affected by DV every year  
(National Domestic Violence Hotline)

# How?

- Swift
- Xcode
- iOS development tutorial
- National Coalition Against Domestic Violence (NCADV)
- The National Domestic Violence Hotline
- Center for Disease Control and Prevention (CDC)
- [www.womenslaw.org](http://www.womenslaw.org)
- [www.domesticshelters.org](http://www.domesticshelters.org)



# Future Plans

- Scrape the user's history automatically (so they don't have to it themselves). Currently instructions are provided to users as to how to do this
- Allow the user to pick the app icon and app name that PurpleRun is displayed as on their phone
- Pick up a user's GPS location and give users the option to send it to 911 (so they don't have to run the risk of being caught calling). Also have this location determine which emergency phone number to call (for user's outside of the U.S.).
- Improve the language translation functionality.
- Market it to survivors of Domestic Violence without raising awareness among abusers.
- Widen the app's information to include specific information for male victims and victims in the LGBTQ+ community.